

Exports: A Guide For Your Business



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DIT

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward looking trade diplomacy strategy.

Disclaimer

Whereas every effort has been made to ensure that the information in this document is accurate the Department for International Trade does not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

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This document is also available on our website at gov.uk/dit. Any enquiries regarding this publication should be sent to us at enquiries@trade.gsi.gov.uk.

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Foreword



Alun Cairns
Secretary of State for Wales

Wales is an ambitious outward-looking nation already punching above its weight on the global stage.

Our country is home to some of the most exciting and innovative companies in the world and products made in Wales are sold right around the globe.

But we want to significantly increase the volume of Welsh exports and help you benefit from new trading opportunities.

There has never been a better time for Welsh companies like yours to seize the moment and start exporting to new markets.

The UK Government has a wide range of support available to Welsh businesses, from advice and guidance to financial assistance and help attending trade fairs.

This document will tell you how to get the help your company needs to expand by exporting your products to other countries. You'll also find examples of companies that have successfully benefited from UK Government support.

I am delighted that so many Welsh companies are already exporting and I genuinely hope that your company can join them.

As part of the United Kingdom, Wales benefits from the economic security and international influence that comes from pooling our resources and sharing our successes with Scotland, England and Northern Ireland.

My job as Secretary of State for Wales is to stand up for Welsh businesses and do everything I can to help companies like yours to prosper. My door is always open to you.

E : trade@walesoffice.gsi.gov.uk



Liam Fox
Secretary of State for International Trade

I am proud to lead a department that supports businesses right across the UK.

Businesses are the wealth creators of our economy: spreading prosperity; creating jobs; and sustaining our public services.

Welsh businesses exported £12.4 billion worth of goods in 2016 - the benefits of which are being felt all over the country.

Set up after the EU Referendum, my Department for International Trade will ensure the UK wears the badge of free trade as an honour, tirelessly fighting for a global trading system which is more free and more open.

We have one of the largest global networks of any trade promotion organisation, operating in 109 markets.

UK Export Finance is already ensuring Welsh companies win, fulfil, and get paid for their overseas contracts.

And our digital offer, great.gov.uk/uk/cy, is second to none - putting businesses just a click away from export opportunities and global buyers.

When one part of the United Kingdom trades more, we all become richer. The whole really is greater than the sum of its parts.

Trade not only improves balance sheets; it raises living standards and helps build a more prosperous economy for all.

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Export support

Our research has found that many businesses either have the potential to export but don't, or may already be selling abroad but could significantly increase their exports with the right support and encouragement.

Businesses that sell their goods online may already be exporting, but not realise it. You have the potential to access many more customers overseas and there is support available for you to do so. Many businesses tell us they do not know where to go for information and export advice. UK Government and the private sector have a range of services available to help new and existing exporters. These have come together in a single website great.gov.uk/uk/cy.

great.gov.uk/uk/cy has tailored support and advice for Welsh businesses on how to start exporting or increase the amount of goods and services you sell overseas. It has guides, services and information from the UK Government and partners for new, occasional and experienced exporters.

The benefits of exporting for business

- Helps business increase revenues and profit
- Boosts companies' profile and recognition internationally
- Achieves greater levels of growth
- Spreads business risk
- Drives economies of scale
- Increases the commercial lifespan of products and services by finding new customers and markets
- Makes companies more competitive and innovative
- Significantly improves financial performance and balance sheets



Export support

Find a ready market for your goods and services through great.gov.uk/uk/cy



Find a Buyer / Find a Supplier

UK businesses can create their international profile on the Find a Buyer section of the great.gov.uk/uk/cy website. International buyers view these profiles through the Find a Supplier service on the same site.



Seek advice from partners

Businesses can access advice from our network of partners including financial services providers, logistics companies and eCommerce platforms.



Find an export opportunity

Allowing UK businesses to search thousands of export opportunities and receive new announcements based on their interests.



Guides to exporting

Guides, including country information, for new, occasional and existing exporters - helping businesses to be an exporting success.



Find the right online marketplace

Selling online overseas helps businesses find the best online marketplaces to sell their products and take advantage of preferential deals.

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Financial support

UK Export Finance (UKEF) is the UK's export credit agency and a part of the Department for International Trade.

Our aim is to ensure that no viable Welsh export fails for lack of finance or insurance. We can provide financial support for any size of exporter across all sectors, from capital goods to services and intangibles such as intellectual property.

UKEF helps a growing number of Welsh companies to:

- win export contracts by providing attractive financing terms to their overseas buyers to help facilitate the purchase of capital goods/services
- fulfil contracts by supporting export working capital trade loans and performance bonds
- get paid by insuring against the risk of non-payment

We exist to complement, not compete with, the commercial sector and work with 70 private credit insurers and lenders to help exporters find the right financial solution, whether from a private provider or from the Government.

To find out more about how government-backed finance and insurance can help you make your exports happen, contact Mathew Hughes, UKEF's Export Finance Manager for Wales, for a free and independent consultation: **Mathew.hughes@ukexportfinance.gov.uk** or visit **www.gov.uk/uk-export-finance**
T : 07772 243678



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Using events to increase your exports

Attending events is an excellent way to access export opportunities. UK Government can help you to prepare for, attend and derive maximum value from events.

Events can help you;

- win export business
- explore new markets
- expand in existing export markets
- meet new international business partners
- raise your global profile
- develop and improve overseas marketing strategies
- increase skills
- overcome trade barriers
- research trends and new technologies in your sector
- confront your competition

UK Government's assistance includes;

Events and Missions Programme which provides a portfolio of export focused activity at established international trade shows, major global events and trade Missions to and from export markets. Activity includes market education, business introductions, showcasing and other marketing and promotional support.

To learn more, go to www.events.trade.gov.uk

Tradeshows Access Programme which provides funding to help you showcase your products at overseas trade shows. To find out more, go to www.gov.uk/guidance/tradeshows-access-programme



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Trade support

The UK Government provides advice and assistance on trading opportunities for Welsh businesses of all sizes and in all parts of the country.

We can help companies like yours to:



access the right international contacts or partners



find the best way to do business in an overseas market



increase profits through effective overseas promotion

You can talk to an adviser who will be able to advise you on opportunities and help your company to access the UK Government's network of experts based in countries throughout the world.

The UK Government's extensive overseas network of commercial staff has over 1,200 people in 109 countries working to maximise demand for UK products and services overseas and supporting UK companies bidding for high value contracts. Our staff in embassies,

consulates and high commissions support UK companies, overseas investors and potential purchasers of British products.

These overseas experts can advise your business on market conditions, competitors, regulation and standards in foreign countries. They can advise you on how to influence decision makers, help you organise promotional events and work on your company's behalf to identify potential trading partners.

The UK Government also runs a global programme of events and missions that Welsh companies can join. In 2016-17 more than 790 trade missions and events were available to UK companies, including more than 80 UK Government created inward and outward missions to and from the UK and our key trading partners globally.

If you want to find out how your company can access trade support, then go to great.gov.uk/uk/cy



Airbus



Every day, Welsh exports help millions of airline passengers travel across the world in safety and comfort aboard Airbus aircraft.

The global aircraft manufacturer's Broughton plant in Flintshire plays an integral part in the building of some of the world's bestselling aircraft, making the wings for the entire Airbus range from the A320 Family up to the iconic A380.

As a crucial part of the UK aerospace sector, which is currently the largest in Europe and second in the world, Broughton has benefited from around £2 billion investment in manufacturing facilities since the turn of the millennium.

The UK Government has recognised the importance of the UK aerospace

sector and has provided investment and expertise to help stimulate new innovations and business growth. In particular, as a catalyst for public and private sectors to work closely to ensure the UK maintains its position at the cutting edge of innovation in aerospace.

And it's not just aerospace products - investment in skills has created high value Welsh jobs and transferable expertise that companies across Wales can benefit from.

With Airbus' current order book providing work for the next ten years and beyond, a long term and robust partnership with the UK government is crucial to maintaining the UK's and Wales' vital role in this success story.



"Airbus has enjoyed a long and successful relationship with the UK Government which has helped secure investment in new technology, manufacturing and skills, putting the UK at the forefront of aerospace technology."

Paul McKinlay
Senior Vice President



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BCB International



Cardiff's BCB International has been designing and making specialised protective and survival equipment since 1854.

The company supplies military forces with equipment such as body armour, first aid kits and camping supplies. It exports 40 per cent of its products, mainly to the US, the Middle East and Europe and has a turnover of nearly £9million.

BCB benefited from UK Government help when it won a significant contract to supply the Ecuadorian Navy with 100 units of inflatable body armour. The country's navy wanted a payment guarantee and UK Export Finance (UKEF) stepped in to share the risk through its bond support scheme so BCB could use it as working capital for the order and take on more business.

The company's flagship products include camouflage make-up and FireDragon, the system used by the British Army to help soldiers heat their rations and warm drinks in all weather conditions. Beyond military use, there is a major international market for Fire Dragon in the camping, survival, leisure markets and catering markets.

The company's products are being used to combat piracy off Somalia. A BCB product called Barracuda Snags itself around an attacking small vessel and wraps it in webbing, thereby disabling it.

"We found that the UK Government's services were a perfect fit for our needs. If their services worked for us then they can work for anyone. I'd urge companies to have a look at great.gov.uk/uk/cy"

Andrew Howell
Managing Director



BCB sandbag filler being used by British troops during the flooding in south west England.

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Cloth Cat Animation



Cloth Cat Animation joins the roster of successful creative companies based in Wales whose exports are seen on TV screens across the world.

The Cardiff-based studio is the largest animation production company in Wales. Its multi-skilled and experienced team of directors, producers, artists and technicians have driven the company's success by sharing their passion for great design and engaging storytelling.

Cloth Cat specialises in creative, inventive, design-rich projects with a strong technical grounding for all audiences via broadcast series, film, commercials, games and web content.

It has the ability to take a project from concept and early development through to broadcast online delivery, all within the same building.

As an exporter and co-production partner, Cloth Cat's work has been seen on networks across the globe. Its work has been seen on channels including CBeebies, Disney, Cartoon Network, Sprout, Netflix, SBC RTÉjr, ABC Australia and many more channels worldwide.

The UK Government supported Cloth Cat financially to attend the annual Kidscreen children's media summit in Miami. Cloth Cat also attended the UK Government B2B trade show in Shanghai.

The company enjoyed American success in January this year when its co-production animation *Ethel and Ernest*, based on a Raymond Briggs story, was voted "Best of Fest" at Palm Springs International Film Festival in California.

"Our relationship with the UK Government helps us take advantage of the growing number of opportunities for trade and distribution on digital platforms."

Jon Rennie
Managing Director



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Dawnus



Swansea-based Dawnus delivers civil engineering solutions for public and private clients such as mine infrastructure, dam construction, port works, bridges and groundworks for railways and roads.

The company provides training, project management and engineering services and provides its own plant and machinery for these contracts.

Half of Dawnus' work comes from contracts in West Africa. In 2012, £20 million of its £175 million turnover came from Senegal and around £67million from Sierra Leone. Showpiece projects include a railway refurbishment as well as port and mine works for a Sierra Leone mining company, African Minerals Plc.

The UK Government was able to step in and help Dawnus when it won a three year contract to provide its full range of services, including equipment and training, to help London Mining Plc, another Sierra Leone-based company.

Dawnus was able to benefit from UK Export Finance's short term finance scheme when faced with providing a US\$15 million performance bond to secure the deal.

This help allowed the London Mining project to get underway and Dawnus has gone on to explore opportunities in Liberia. Its African success story continued when, in June 2015, the company was awarded a two-year contract to build the major civil works at Mount Coffee Hydropower plant in Liberia.

"The support of the UK Government enabled us to secure the bonds which were vital in securing these signature projects."

Bob Jones
Managing Director



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Flamgard



Flamgard Calidair is an international leader in the design and manufacture of High Integrity HVAC Dampers.

Based in Pontypool, the company's designs are used in a wide range of market sectors including defence, marine and offshore, nuclear power, petrochemical oil and gas, metros and tunnels.

Founded in 1981, the company has established a loyal customer base, swiftly building a reputation for high quality and excellent customer service.

Flamgard was recently awarded one of its largest ever overseas projects, manufacturing and supplying ventilation control dampers for the Chernobyl New Safe Confinement (NSC) project in the Ukraine. At the heart of the project is the world's largest moveable metal structure, a vast arch that reaches 108 metres into the sky.

Designed and built by the French consortium Novarka, the arch is intended to contain the remains of the No. 4 reactor that was destroyed during the Chernobyl disaster in 1986. Flamgard's fire and isolation dampers are embedded into the structure forming part of the complex ventilation system used to contain the radioactive remains. Funded insurance bonds received from UK Export Finance helped Flamgard in securing the Chernobyl project.

Other high profile contracts include the French navy, placing orders for fire and shut-off dampers to be used in its submarine fleet. Another new area of business for the company is Latin America, where Flamgard has appointed a new Brazilian distributor in response to growing demand for its damper products.

With the aim of fostering new business prospects, Flamgard also recently attended a trade mission to Japan which was organised by the UK Government.

"The support we received from UK Government and the private sector has helped us to win big in a global marketplace."

Steve Edwards
Managing Director



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Halen Môn



Halen Môn has been exporting since 2001 when the company went to a trade show in Dublin to find an Irish distributor - and came back with an American one.

Overcoming obstacles including convincing US citizens that Halen Môn is suitable for vegetarians - and is made in Wales, not whales - has meant the US market continues to be important alongside EU countries such as Italy, Spain, France and Denmark.

The UK Government has helped Halen Môn to set up meetings with buyers in markets ranging from Hong Kong to Singapore, China, Russia and Japan.

The company has learned how to navigate the necessary paperwork, comply with export and labelling regulations and has been inspired by meeting GREAT British companies on trade missions and other events.

With the UK Government's help, Halen Môn has discovered which countries have a monopoly on salt imports (Switzerland, Vietnam), which ones prefer added iodine (Denmark and Switzerland) and which are receptive to Welsh sea salt.

With the help of the UK Government the company attained Protected Designation of Origin status in 2014 which supports its strategy of selling in the EU and beyond.

The company believes the help it has been given over the past 21 years has allowed it to grow to the point where it now sells salt in 17 countries.

"Exporting increases business, spreads the risk through different markets and is, above all, fun."

Alison Lea-Wilson
Co-founder



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Penderyn



Penderyn Whisky has become a high quality marque since it was launched on St David's Day, 2004, in the presence of HRH Prince Charles.

Based in the southern tip of the Brecon Beacons National Park - and using the local supply of spring water - the company has gone on to produce what is recognised as one of the finest single malt whiskies in the world.

After captivating connoisseurs in the UK, Penderyn Whisky has gone on to find new markets in 25 countries including China, Russia, and Australia. Only last November the company went to New York to raise its profile with a tasting event.

Penderyn has worked on building overseas markets by using advice and assistance provided by the UK Government and has been previously featured in the "Exporting is Great" programme.

The company has participated in trade missions and had support for more

specialist shows and events and recently held discussions with the Secretary of State for Wales about exporting and branding spirit drinks.

Penderyn's Brecon site has hosted UK Government visits as it has grown - opening a visitor centre at the distillery in 2008 and increasing production in 2016.

Company managing director Stephen Davies has flown the flag for Welsh whisky at Downing Street at the annual St David's Day celebrations in 2014, 2015 and 2017.

"It is critical to the long term success and well-being of our business that we build our brand in carefully selected export markets and we are grateful to have UK Government support to help us to achieve our objectives."

Stephen Davies
Managing Director



Radnor Hills



Radnor Hills started filling cups of mineral water from a family farm in Mid Wales in 1991 - with the company selling foil sealed cups to airlines for in-flight catering food trays. A few years later the company bought a bottling line and introduced bottled mineral water and flavoured spring waters to its range of products.

In 1996, the company visited the SIAL international food and drink tradeshow in Paris and began its journey into exporting. After regularly attending overseas tradeshows in Paris, Cologne, Amsterdam and Barcelona, Radnor Hills has gone on to sell its products in France, Germany, Sweden, Spain, Malta, Cyprus, Greece, and even as far afield as China, Malaysia and Trinidad. Radnor has received a lot of support, advice and assistance from the UK Government and the local Chamber of Commerce over the years which has been invaluable to breaking into export markets in Europe and further afield.

While the export market is still a small proportion of the company's £5.4 million turnover - of which 50 percent comes from bottling own label soft drinks for three major UK food retailers - it is an important target market. The company believes exports will play a vital role to play in Radnor's five year plan to increase the proportion of Radnor branded products to 70 per cent of turnover.

"Radnor Hills received invaluable funding for projects in the early days of the company's development as well as help, training and support for us as a new exporter. Trade visits and exhibiting at overseas exhibitions have been extremely useful to the company."

William Watkins
Managing Director and Founder



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Reid Lifting



Chepstow-based Reid Lifting is a pioneer in the design and manufacture of lightweight, portable lifting equipment.

The equipment is designed to be easily transported to the job and manually assembled with minimum fuss and tools.

The quality and innovation in the product range was recognised with a third Queen's Award for Enterprise in 2013.

Exports count for 50 per cent of the company turnover and this has been developed by consistent investment in time, effort and development of long term relationships.

UK Government support has underpinned a lot of Reid Lifting's export work with a range of methods used in different markets.

The company believes the UK Government has been able to help the company exhibit at overseas trade shows. It has enabled attendance at trade shows in Dubai, Paris, Hanover, Munich, Amsterdam and Chicago.

The UK Government's overseas market introduction service has provided useful introductions to new markets, with consultants or embassy trade specialists conducting market research followed by arrangement of a series of 'warm' contact interviews during a trade mission. These are also supported with government arranged receptions at embassies with invites to potential customers and networking or other in-market events. These programmes have been particularly useful for Reid Lifting in Japan, Germany, Spain and Sweden.

"UK Government was important in helping Reid take its first steps as an exporter - with advice around our target markets and the paperwork needed to get to them."

Nick Battersby
Managing Director



Snowdonia Cheese Company



Snowdonia Cheese Company launched its long range business strategy in 2003 “to manufacture and sell a globally recognised niche brand on each continent of the world promoting the true values of Wales.”

The iconic products are spearheaded by Little Black Bomber, Green Thunder and Red Devil, helping the company succeed in progressing towards their target for year 2025.

The business was launched as a response to the ‘globalised food renaissance’ and the UK Government has provided a conduit into international trade through its embassy network, diplomatic channels, and strategic assets including trade show platforms and ministerial endorsement.

Snowdonia Cheese Company sees some of Wales’s key values as a place to care, to dream, to believe. Brand Britain is greatly trusted for its integrity in global markets and the Welsh people have an entwined instinct to care, which is reflected in the company’s behaviour, values and products.

Ambition and vision are central to a successful business and Snowdonia achieves this through careful planning, attention to detail, and having the capacity to deliver true business goals.

The substantive product range, along with more recent varieties including Bouncing Berry and Red Storm have thrived in markets across Europe, North America, Asia and Pacific nations.

Snowdonia was pleased to work with the UK Government at both the Winter Fancy Food Show in San Francisco and Foodex Tokyo during 2016 - Snowdonia has increased foothold, sales and investments in these markets as a result of this substantive activity.

“Britain plc has incredible global relationships that are trusted in our markets. Working with the UK Government and ultimately our global partners and consumers, the trading opportunities for Britain are exponential.”

John Newton-Jones
Managing Director



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SPTS Technologies



SPTS Technologies has a long history of innovation and pioneering new wafer processing technologies for the global semiconductor and micro-electronics manufacturing industries from its headquarters in Newport, South Wales. Presented with the Queens Award for Enterprise in International Trade 2013, SPTS exports over 95 per cent of its products to global customers worldwide and has surpassed £1 billion in export sales.

SPTS's equipment is used to manufacture semiconductor and micro-electronic devices that are found in many of the consumer electronic products, domestic appliances and automobiles that impact our lives on a daily basis, including nearly every smart phone in the world, energy management and control sensors in home appliances and automobile safety systems.

Exporting is key to SPTS's growth strategy and business sustainability. The UK Government provided SPTS with invaluable training on import/export compliance and a comprehensive audit of its procedures. This support provided SPTS with the knowledge and tools necessary to manage risk and support a more cost-efficient export business.

SPTS has a track record of identifying new technologies and applications and penetrating new global markets. When SPTS decided to expand its footprint into the UAE and set up an agent in Abu Dhabi, the UK Government, the British Centres for Business (BCB) and also the CBI, were instrumental in carrying out due diligence of the proposed agent and ensuring that both parties met all compliance requirements for exporting goods into the UAE and thereby minimising a level of risk of doing business in a new market with no previous local support.

"The assistance and training provided by the UK Government enables us to understand and successfully navigate what are sometimes complex shipping requirements and regulations to deliver our products to our global customers without disruption."

Kevin Crofton

President of SPTS Technologies



Unit Superheater Engineering



Swansea-based company Unit Superheater Engineering started in 1983, making specialised thermal equipment for use in heat exchangers. The 65-strong company supplies clients in the energy and oil and gas sectors, including EDF, Eon, Total and Exxon Mobil. Unit Superheater exports 20 per cent of its work, mainly to Nigeria, Pakistan and Russia.

The UK Government was able to help the company in 2012 when it won a contract to supply a Libyan state-owned oil and gas provider with custom-made components for one of its heat exchangers. The contract, worth £212,000, was an attractive opportunity for the company, but it was unable to find private sector trade insurance. Unit Superheater successfully applied to UK Export Finance for an Export Insurance Policy which covers an exporter against the risks of non-payment caused by a specified buyer or political risks.

The company - now part of the Unit Birwelco - has continued its overseas success story, opening offices in Houston in the USA and Al-Khobar in Saudi Arabia.

Nearer to home, Unit Birwelco was commissioned to undertake a diverse range of engineering and construction

activities during the construction of the South Hook LNG (liquefied natural gas) terminal at Milford Haven, Europe's largest LNG terminal. The company put 200,000 man hours into a project with a final value of £35 million.

"UK Government helps to take advantage of untapped markets and assists our company in becoming truly global. Promoting our products and services through export markets offer us variety, the ability to spread our risk and enhances our performance on the world stage."

Mark Phillips
Group Managing Director



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The demand is out there.
You should be too.

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